

# ATELIER BRÜCKNER

## PRESS RELEASE

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### THE FUTURE OF ELECTRIC MOBILITY – SPECIAL EXHIBITION KTM MOTOHALL IN MATTIGHOFEN

On 7 May, the KTM Motohall in Mattighofen, Austria, opens "THE FUTURE OF ELECTRIC MOBILITY", a special exhibition on behalf of PIERER Mobility AG. ATELIER BRÜCKNER designed the dynamic looking narrative space, which incorporates diverse aspects of e-mobility into an overall informative experience: electric two-wheelers, batteries and e-motors as well as a media station for e-bicycles. A wall graphic shows the family tree of PIERER Mobility AG, which was established in 2014, together with its individual brands, of which KTM is one.

Large-scale graphics guide the visitors into the atmospherically dark exhibition space. Written phrases such as "Pioneer a new Path", "Extend your Playground" and "Twist & Go" awaken their curiosity regarding the exhibition experience they are going to witness and prepare them to change their way of thinking about two-wheel electro mobility.

Ten bikes, dynamically staged, are the focus of attention. They are standing out on a black exhibition display and are accompanied by pulsating LED lines endowing the narrative space with its special character. The changing colours of the light bands react to a film projection in the centre. The film, produced by KISKA, offers emotional access to the brands and power levels of the models on display.

Corresponding to their power level, the exhibits are arranged into three groups: In power level 1, the electric motors have a supportive effect, whereas the lightweight motorbikes of the middle level stand for motorised motion in urban space and for off-road motorbike beginners. The motorbikes in the third level are real high-performance enduro and trial bikes for limitless driving fun. "Zero Fuss, maximum Thrills" can be read on the rear wall as an accompanying comment.

Electro mobility, as the theme of the exhibition, is one core competence of PIERER Mobility AG. It is already addressed in the permanent exhibition of the KTM Motohall. There, ATELIER BRÜCKNER staged the KTM Freeride-E, which has been produced at the Mattighofen site since 2014, as an explosion model.

The KTM Motohall has been open since 2019. The architecture comes from Hofbauer Liebmann Wimmesberger Architekten, Wels, in close cooperation with X ARCHITEKTEN, Linz.

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## INFORMATION

Images (jpg\_300 dpi) are available for download at our media centre:

<https://www.atelier-brueckner.com/en/future-electric-mobility>

Further information concerning the permanent exhibition:

<https://www.atelier-brueckner.com/en/press/ready-racektm-motohall-opens-mattighofen-austria>

## Information for visitors to the KTM Motohall / special exhibition THE FUTURE OF ELECTRIC MOBILITY

Opening hours

KTM Motohall: Wednesday to Sunday 9.00 a.m. to 6.00 p.m.

KTM Motohall shop: Tuesday to Sunday 9.00 a.m. to 6.00 p.m.

[www.ktm-motohall.com](http://www.ktm-motohall.com)

[info.motohall@ktm.com](mailto:info.motohall@ktm.com)

## Contact for press enquiries

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